#17

cc E. Wickham
R. Seligman (memo only)

March 18, 1975

TO: Board of Directors of T.I.T.L.

FROM: William L. Steele

SUBJECT: Market Sample No. 17

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Enclosed is the list of brands now being sought for Market Sample 17. New additions are Blend; Marlboro Lights, menthol; Saratoga; Stratford, king non-filter; Stratford, king filter; Zack, hard pack; Zack, soft pack. Deleted were Alpine 100, hard pack; and all varities of Marvels.

William L. Steele

WLS/ps
Enclosure

The Board of Directors of T.I.T.L.
Dr. William W. Bates
Dr. Ivor W. Hughes
Dr. Preston H. Leake
Dr. Murray Senkus
Dr. Alexander W. Spears
Dr. Helmut Wakeham

cc: Mr. Horace R. Kornegay
Senator Earle C. Clements
Dr. W. B. Bennett, Jr.
Mr. W. Brooks George
Mr. Thomas W. Holley
Mr. Frank Resnik
Mr. Allan Topol

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